

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Yahoo! Inc.**, a Delaware corporation, having a place of business at 701 First Avenue, Sunnyvale, CA 94089 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **Self-Service Platform for Selling Advertising** ("APPLICATION"), which:

☒ is to be filed herewith
☐ was filed on _____,
 now bearing U.S. application number _____; and

2. The entire worldwide right, title, and interest in and to:
 (a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
 (c) all utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be

deemed an original and all of which may be taken together as one and the same Assignment.



State of CALIFORNIA
 County of Santa Clara
 Subscribed and sworn (or affirmed) to before
 me this 27 day of October, 2004

Case Docket #23867-08200

Title of Document: ASSIGNMENT

Re:

Title: Self-Service Platform for Selling Advertising

Name and Signature

Elliot Yasnovsky

Elliot Yasnovsky

Date of Signature

24-OCT-03

Date Declaration

Executed by this Person

24-OCT-03State of CALIFORNIA } S.S.County of SANTA CLARA }On 24th October 2003 before me, BHARAT C. PORIA personally

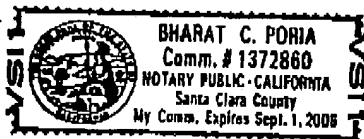
[DATE]

[NOTARY PUBLIC]

appeared Elliot Yasnovsky, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary



Name and Signature

Jayesh Bhayani

Jayesh Bhayani

Date of Signature

24 Oct - 2003

Date Declaration

Executed by this Person

24 OCT - 2003State of CALIFORNIA } S.S.County of SANTA CLARA }On 24th October 2003 before me, BHARAT C. PORIA personally

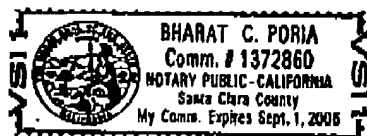
[DATE]

[NOTARY PUBLIC]

appeared Jayesh Bhayani, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary



Date Declaration

Title of Document: ASSIGNMENT

Re:

Title: Self-Service Platform for Selling Advertising

Name and Signature

Date of Signature

Executed by this Person

Ilya N. Slain

State of CALIFORNIA } S.S.
County of SANTA CLARA }On 24th October 2003 before me, BHARAT C. PORIA personally
[DATE] [NOTARY PUBLIC]

appeared Ilya N. Slain, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

